

Talking to the Media: the How and the Why

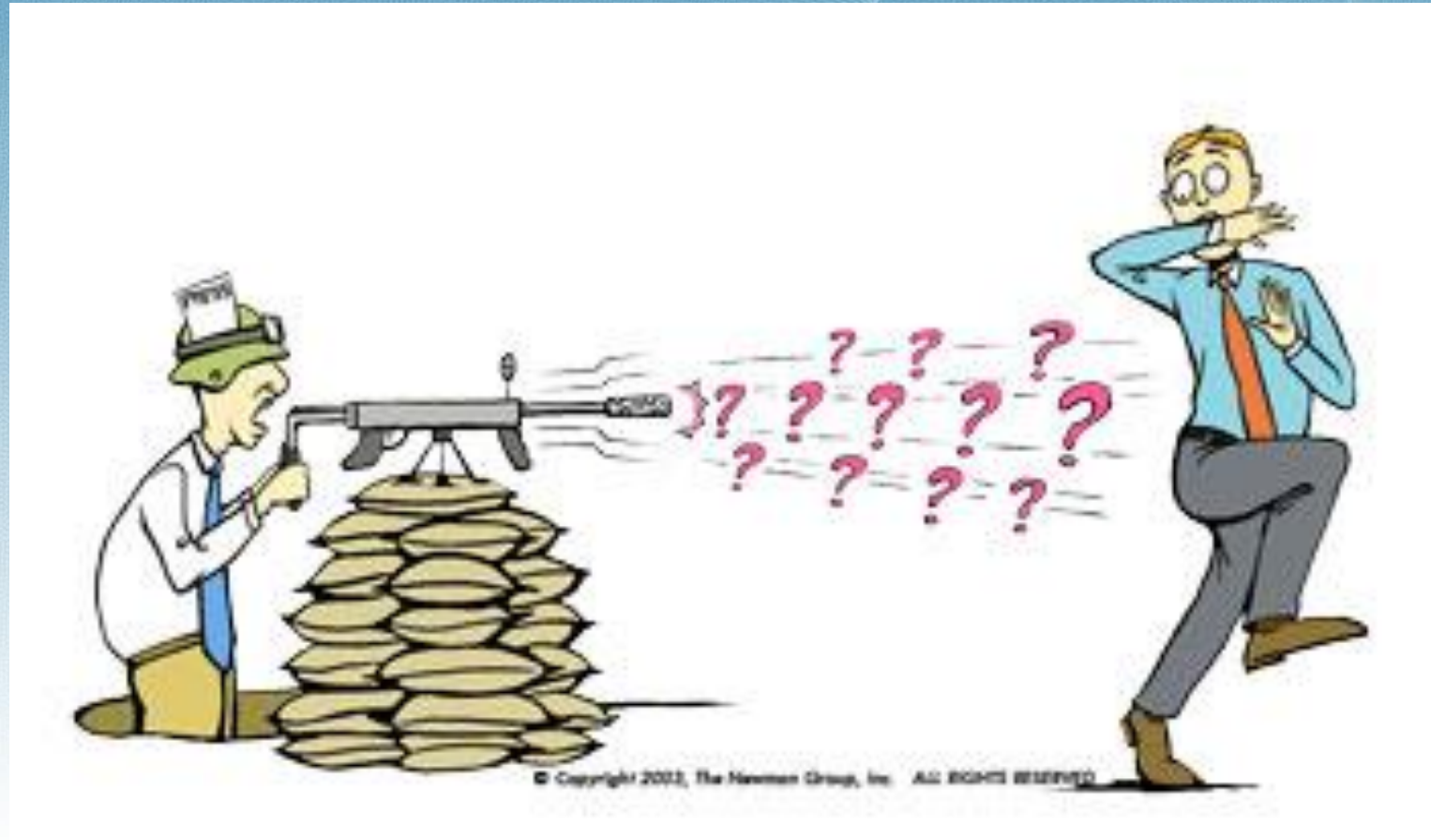
AIP Publishing Presentation
Brookhaven National Laboratory
October 22, 2014

Jason Socrates Bardi,
Director of Media Services,
American Institute of Physics



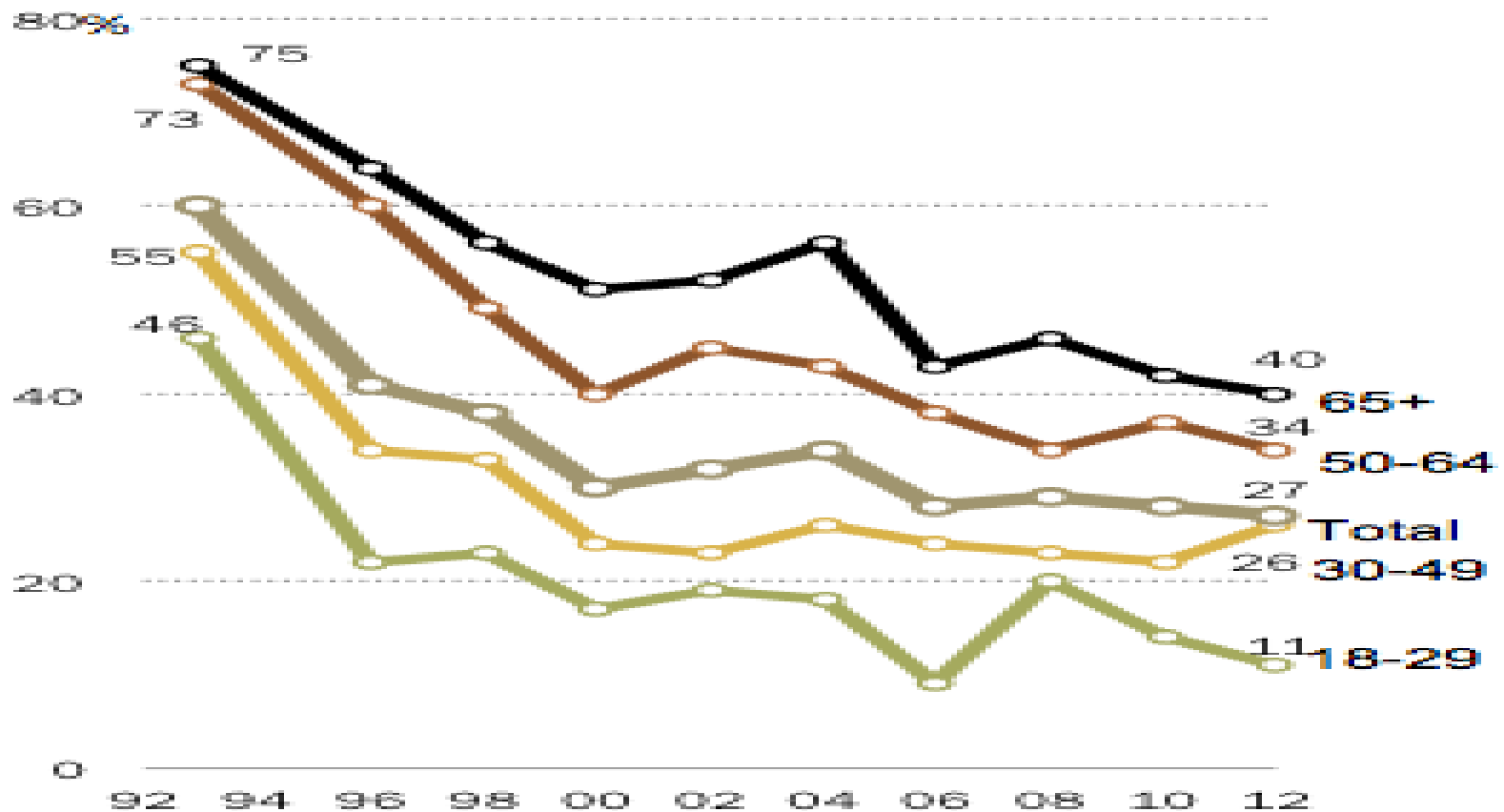
#1 Misperception:

It's Open Season on You



Trends in Network TV News Viewership

% who regularly watch nightly network news by age



Source: 2012 News Consumption Survey. May 9-June 3, 2012.

PEW RESEARCH CENTER

Eldon Roth – Beef Products, Inc. (BPI)



Expect a higher standard

Eldon Roth – Beef Products, Inc. (BPI)

**Lean, Finely
Textured Beef**



Eldon Roth – Beef Products, Inc. (BPI)

Lean, Finely
Textured Beef

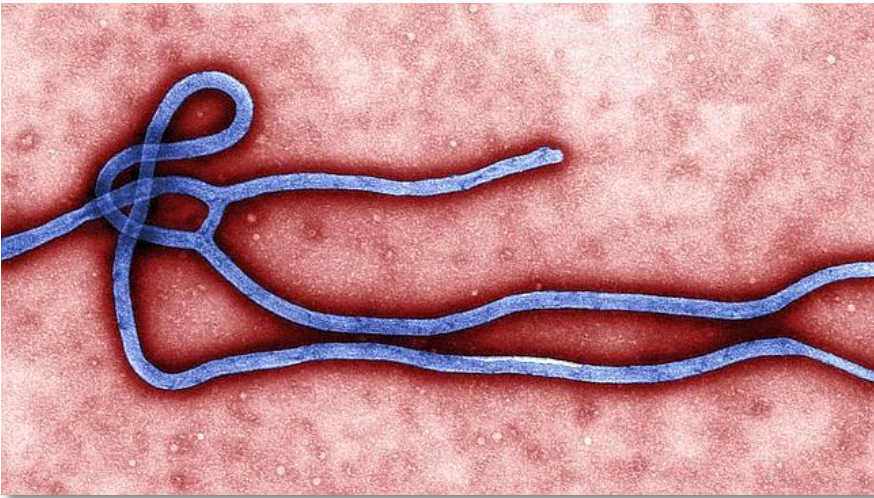


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Lean, Finely Textured Beef

Interest over time ?



Google

Ebola

Trends

Worldwide 2004 - present

Hot Searches

Top Charts

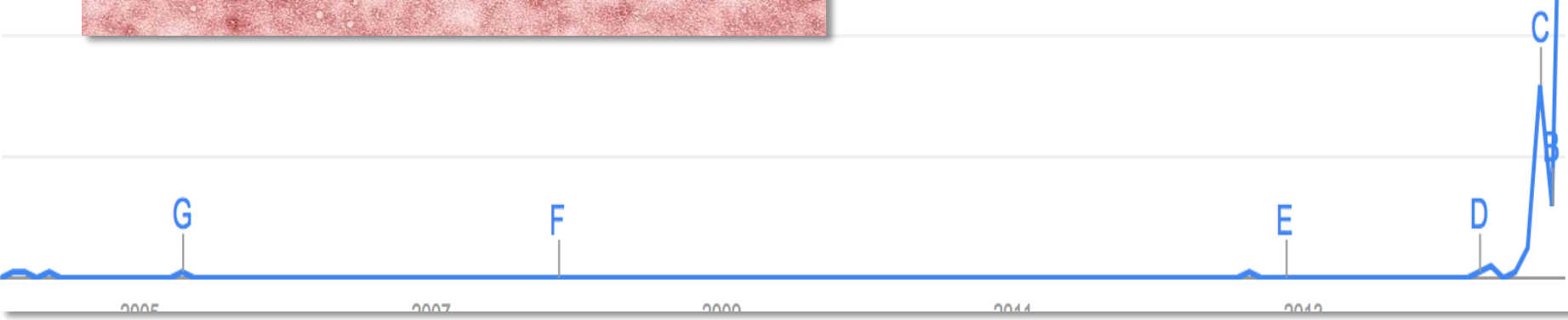
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Why Talk to the Media

Why Talk to the Media

Increases **Visibility** of Work

- More citations, more downloads, higher visibility
- Direct Benefit to You

Public has a **Right** to Know

- Public financing of research
- NIH, DOD, NSF and other agencies mandate public information

Reporters Have a **Need** to Know

- Science can be as complicated as it is interesting

Mitigates Greatest **Danger**


- The scourge of misinformation

AIP | Applied Physics Letters

Visual degradation in Leonardo da Vinci's iconic self-portrait: A nanoscale study CrossMark

A. Mosca Conte¹, O. Pulci^{1,2}, M. C. Misiti³, J. Lojewska⁴, L. Teodonio^{1,5}, C. Violante¹ and M. Missori⁵

[+ VIEW AFFILIATIONS](#)

Appl. Phys. Lett. **104**, 224101 (2014); <http://dx.doi.org/10.1063/1.4879838> 

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The discoloration of ancient paper, due to the development of oxidized groups acting as chromophores in its chief component, cellulose, is responsible for severe visual degradation in ancient artifacts. By adopting a non-destructive approach based on the combination of optical reflectance measurements and time-dependent density functional theory *ab-initio* calculations, we describe and quantify the chromophores affecting Leonardo da Vinci's iconic self-portrait. Their relative concentrations are very similar to those measured in modern and ancient samples aged in humid environments. This analysis quantifies the present level of optical degradation of

Key Topics

Oxidation

Ultraviolet light


Absorption spectra


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Vanishing da Vinci



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Contact: Jason Socrates Bardi
jbardi@aip.org
240-535-4954
American Institute of Physics

Vanishing da Vinci

Studying a famous Leonardo self-portrait, a team of scientists has developed a new, nondestructive way to gauge degradation of ancient paper art and docs

WASHINGTON D.C. June 3, 2014 -- One of Leonardo da Vinci's masterpieces, drawn in red chalk on paper during the early 1500s and widely believed to be a self-portrait, is in extremely poor condition. Centuries of exposure to humid storage conditions or a closed environment has led to widespread and localized yellowing and browning of the paper, which is reducing the contrast between the colors of chalk and paper and substantially diminishing the visibility of the drawing.

A group of researchers from Italy and Poland with expertise in paper degradation mechanisms was tasked with determining whether the degradation process has now slowed with appropriate conservation conditions -- or if the aging process is continuing at an unacceptable rate.

To do this, as they describe in *Applied Physics Letters*, from AIP Publishing, the team developed an approach to nondestructively identify and quantify the concentration of light-absorbing molecules known as chromophores in ancient paper, the culprit behind the "yellowing" of the cellulose within ancient documents and works of art.



From: Jason Bardi <jbardi@aip.org>

Date: Thursday, May 29, 2014 1:22 PM

To: Jason Bardi <jbardi@aip.org>

Subject: Vanishing da Vinci -- Studying a Famous Leonardo Self-Portrait, a Team of Scientists Has Developed a New, Nondestructive Way to Gauge Degradation of Ancient Paper Art and Docs

There is a great image available for use with this — and when I say great, I mean hand drawn by Leonardo da Vinci himself. Email: jbardi@aip.org

Once off embargo, the permalink to this release will be: <http://www.aip.org/publishing/journal-highlights/vanishing-da-vinci>

EMBARGOED for release until 11:00 a.m. Eastern Time on Tuesday, June 3, 2014

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240-535-4954

@jasonbardi

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SCIENCE

A Possible Way to Save a Disappearing Leonardo

JUNE 9, 2014



M. C. Misiti/Central Institute for
the Restoration of Archival and
Library Heritage, Rome

A new technique for tracking paper degradation could help save a fading [Leonardo da Vinci](#) masterpiece from the early 1500s.

The work, a red-chalk drawing that may be a self-portrait, is badly yellowed after years of being stored in humid conditions.

By using high-powered cameras to track the level of chromophores, or light-absorbing compounds, in the paper itself, researchers from Italy and Poland hope to determine whether the degradation slows with improved storage conditions. They [describe their work](#) in the journal *Applied Physics Letters*.

A version of this article appears in print on June 10, 2014, on page D4 of the New York edition with the headline: Art Preservation: A Possible Way to Save a Disappearing Leonardo.
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MagnetoSperm: A microrobot that navigates using weak magnetic fields

Islam S. M. Khalil, Herman C. Dijkslag, Leon Abelman and Sarthak Misra

Room-temperature anomalous Hall effect in amorphous Si-based magnetic semiconductor

Jia-Hsien Yao, Hsiu-Hau Lin, Yun-Liang Soo, Tai-Sing Wu, Jai-Lin Tsai, Ming-Der Lan and Tsung-Shune Chin

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Anisotropy-enhanced giant reversible rotating magnetocaloric effect in HoMn_2O_5 single crystals

M. Balli, S. Jandl, P. Fournier and M. M. Gospodinov

Genetically designed L3 photonic crystal nanocavities with measured quality factor exceeding one million

Y. Lai, S. Pirotta, G. Urbinati, D. Gerace, M. Minkov, V. Savona, A. Badolato and M. Galli

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Two-layer organic photovoltaic cell

C. W. Tang

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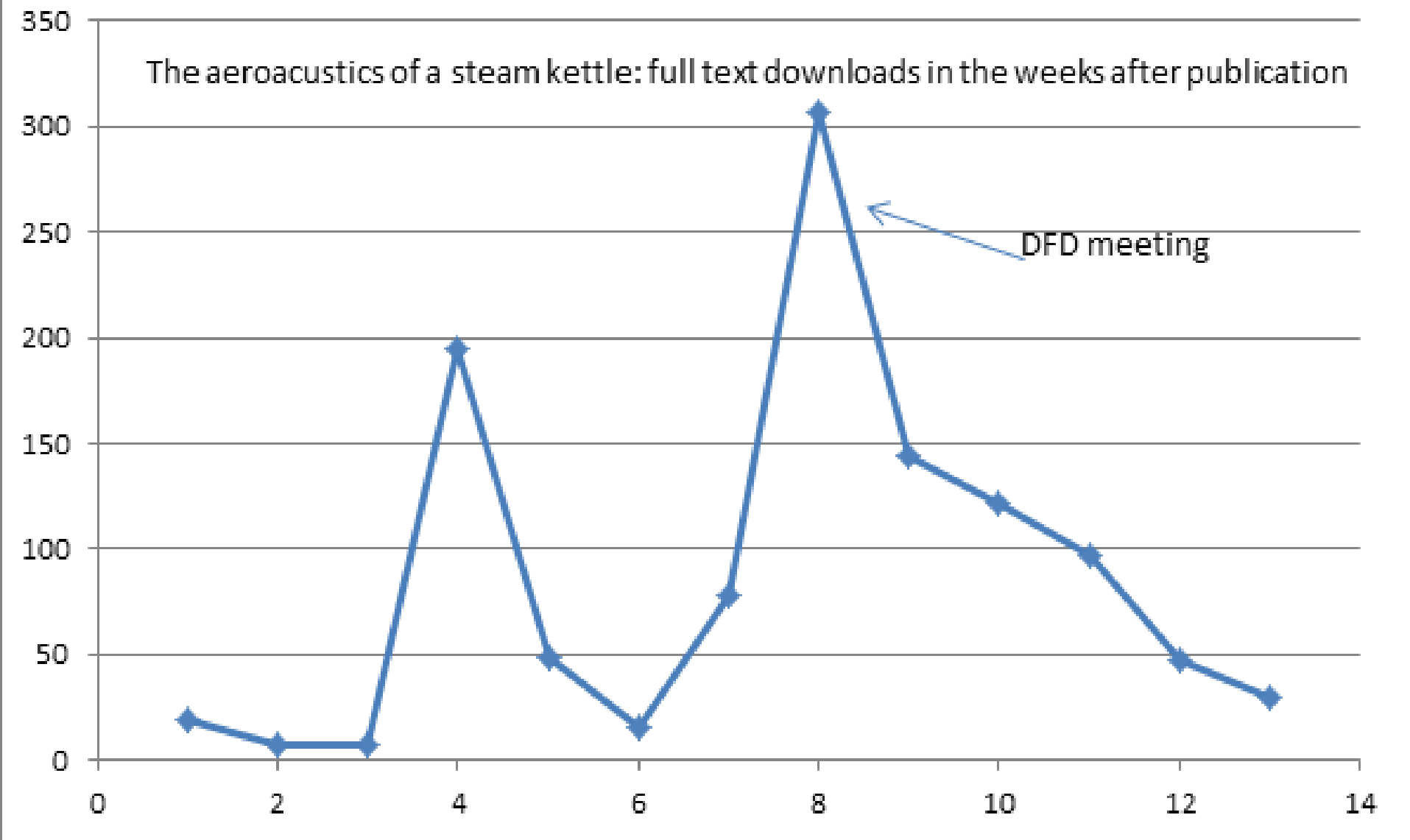
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MOST CITED THIS MONTH

Two-layer organic photovoltaic cell

C. W. Tang

The aeroacoustics of a steam kettle: full text downloads in the weeks after publication



Visibility and Action Increase

1991: Media Coverage Increases Citations

- D.P. Phillips et al. “Importance of the lay press in the transmission of medical knowledge to the scientific community”, *New Engl. J. Med.* 325: 1180–1183

2003: News Promotion “Katie Couric Effect”

- Cram P, Fendrick AM, Inadomi J, et al. The impact of a celebrity promotional campaign on the use of colon cancer screening. *Arch Intern Med* 2003;163:1601–5

2005: Celebrity Illness: Kylie Minogue

- Chapman S, et al. Impact of news of celebrity illness on breast cancer screening. *Med J Aust* 2005;183:247–50 Sigmoidoscopy

2012: Media Coverage Encourages Action

- S.H. Lo et al. “The impact of media coverage of the Flexible Sigmoidoscopy Trial on English colorectal screening uptake. *J Med Screen* 2012 19: 83

Why Talk to the Media

Increases **Visibility** of Work

- More citations, more downloads, higher visibility
- Direct Benefit to You

Public has a **Right** to Know

- Public financing of research
- NIH, DOD, NSF and other agencies mandate public information

Reporters Have a **Need** to Know

- Science can be as complicated as it is interesting

Mitigates Greatest **Danger**

- The scourge of misinformation

Fighting Misinformation

Learning a lesson from
Shakespeare's *Richard III*



**“... a prophecy, which says
that **G of Edward's heirs**
the murderer shall be.”**

The Modern Crisis of False, Misleading or Confusing Information

Power Lines and Cell Phones Cause Cancer

- NO EVIDENCE

Flu **Vaccines** Cause Influenza

- COMPLETELY FALSE

Treating **Lyme Disease** w/ Long-term Antibiotics

- NONSENSICAL AND DANGEROUS

Routine **Mammography** Begins at 50 (not 40)

- CONFUSING TO PUBLIC

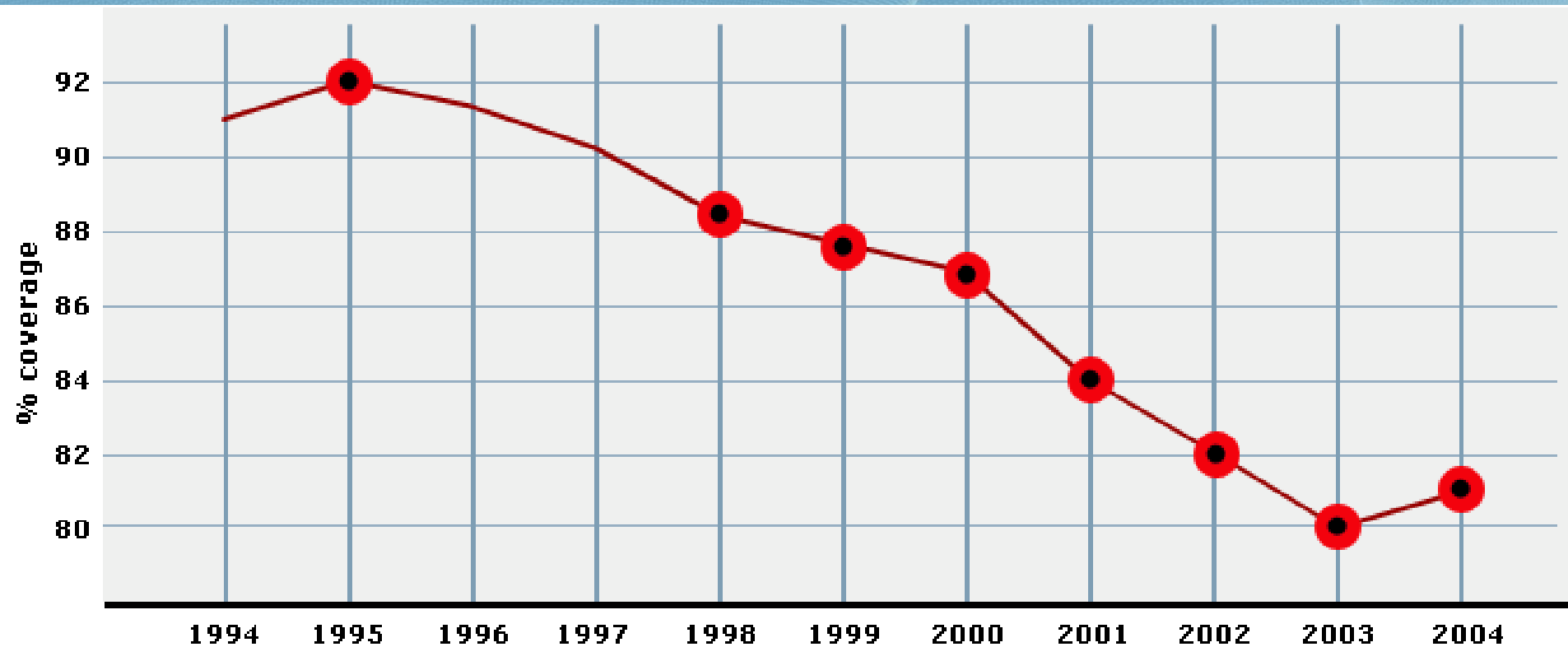
HIV Does Not Cause **AIDS**

- OVERWHELMING EVIDENCE TO THE CONTRARY

MMR **Vaccines** Cause Autism

- UNSUPPORTED BY DATA

Vaccination Rates in U.K. Following Andrew Wakefield's Lancet Paper

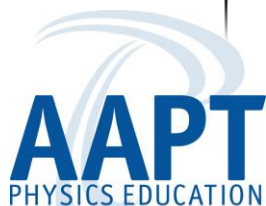
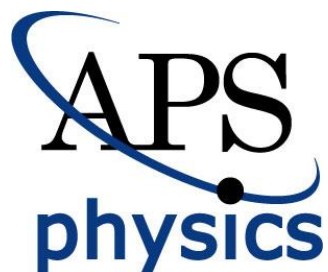


SOURCE: <http://www.vaccine-safety-training.org/impact-of-rumours-and-crises.html>

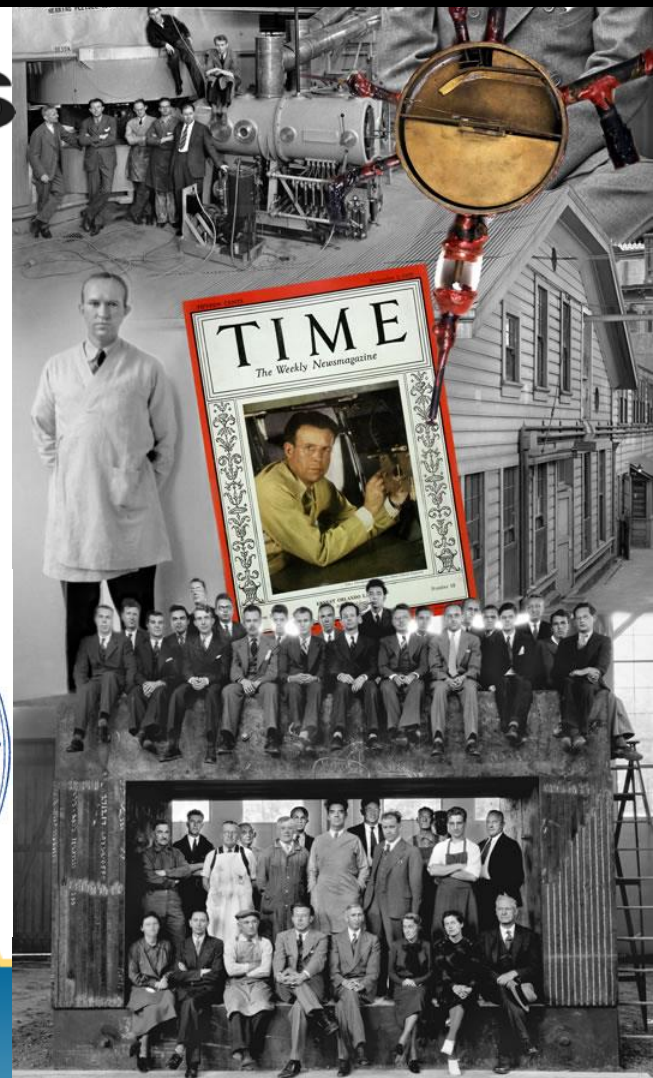
AIP Media Services



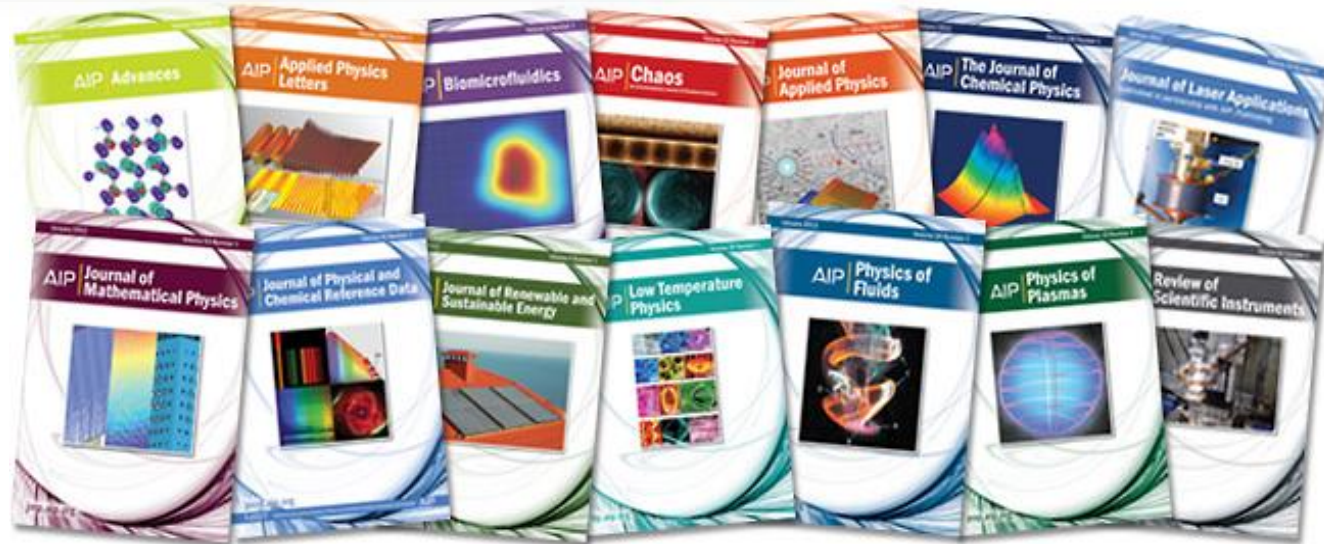
American Institute of Physics (AIP)



AIP | American Institute of Physics



physics
today
September 2007





My Experience

JOHNS HOPKINS
UNIVERSITY

- **Johns Hopkins, M.A. (1998), M.A. (2001)**
- **NASA/GSFC (1999-2000)**
 - Produced Magazine on Earth Science Computing
- **Scripps Research Institute (2000-2005)**
 - Senior Science Writer
- **NIH/NIAID (2005-2007)**
 - Senior Press Officer
- **American Inst. of Physics (2007-2011)**
 - Media Services Manager
- **University of California, San Francisco (2011-2013)**
 - Senior Public Health Press Officer
- **American Inst. of Physics (2013-now)**
 - Director of Media Services



University of California
San Francisco

1958 SPRING MEETING, ACOUSTICAL SOCIETY OF AMERICA
WASHINGTON, D.C. MAY 7-10, 1958
REPORT OF OPERATION OF THE AIP PRESS ROOM

I. Purpose of the American Institute of Physics Press Room

The purpose of the Press Room is to provide accurate and interesting information to all press media about the latest advances in the research and application of the science of acoustics.

II. Preparations for the Acoustical Society Meeting

Papers were selected for "lay language" interpretation through the kind cooperation of Mr. Harold F. Burris-Meyer, chairman of the publicity committee of the Washington Branch, Acoustical Society of America, the host group to the 55th meeting in Washington. Of the 30-plus papers selected, about 15-20 had responded with lay language versions by the time the meeting opened in the Willard Hotel, Washington, on May 7th.

The American Institute of Physics mimeographed these papers and distributed them by messenger and mail to all pertinent media in New York and Washington prior to the meetings themselves. A special general news release was issued.

Picking: Looking for the Gems in the Mix



How Many Abstracts do we Read?

Biophysical Society	1 meeting	4,000	abstracts
American Physical Society (APS)	2 meetings	8,000	abstracts
APS Div. of Fluid Dynamics	1 meeting	2,500	abstracts
American Vacuum Society (AVS)	1 meeting	1,200	abstracts
Acoustical Society (ASA)	2 meetings	2,000	abstracts
Optical Society (OSA)	3 meetings	2,000	abstracts
OSA Journals	5 journals	10,000	abstracts
AIP Journals	12 journals	7,000	abstracts

~33,700 abstracts/year or nearly 100/day

Pitching: Successful Pickup Driven by PR



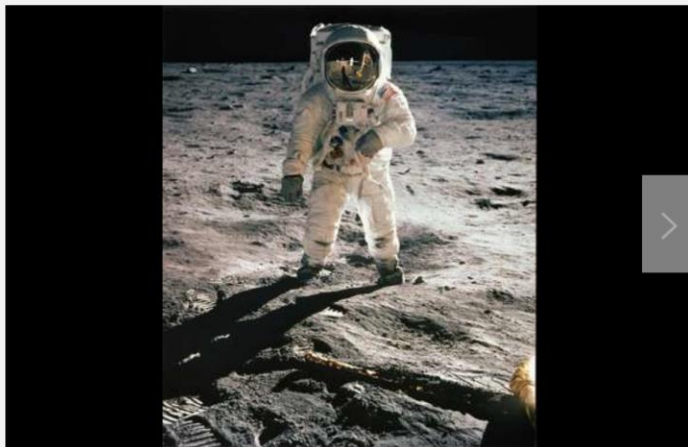
Neil Armstrong's 'small step for man' might be a misquote, study says

By Josh Levs, CNN
updated 7:16 AM EDT, Wed

Los Angeles Times | SCIENCE

Did Neil Armstrong really say, 'That's one small step for a man'?

Comments 13 | Email | Share 246 | Tweet 60 | Like 186 | +1 4



CAPTIONS

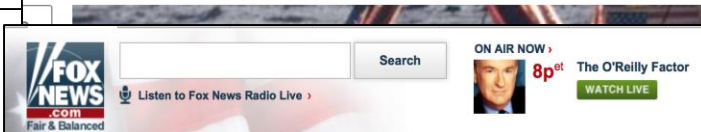
1/9



Proposal: Armstrong Flubbed His Big Moon Speech Because of Ohio

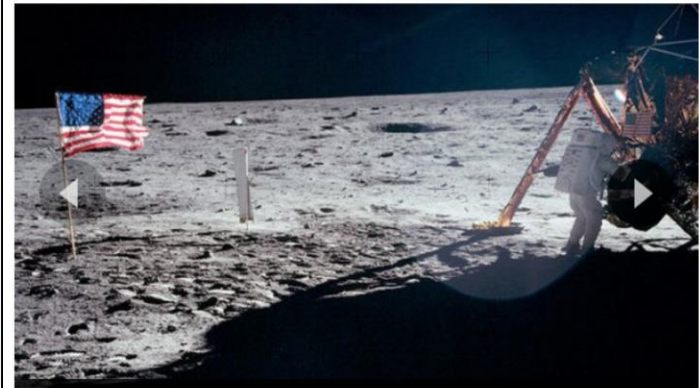
Linguists offer new insight into the "one small step for (a) man" debate.

GARBER | JUN 3 2013, 12:16 PM ET



Did Neil Armstrong's accent affect 'one small step' quote?

By Robert Z. Pearlman / Published June 03, 2013 / Space.com



What Cocktail Parties Teach Us



The Brain Is Wired to Focus on Just One Thing; Which Tasks Are Easier to Combine

Breakfast Physics:

Acoustics of the Teakettle Whistle

Engineering researchers at England's University of Cambridge have studied the fluid dynamics of the steam teakettle and revealed a two-mechanism process of sound production. This breakthrough in breakfast musings can also be applied to wayward whistles, such as annoying plumbing pipe noises.

A Whistle initiation begins in the spout. As steam flows upwards, it resonates and contracts to form a jet.

B Sound Mechanism 1: A boiling kettle acts like a Helmholtz resonator, a device involving an enclosed volume of air in a cavity with a hole through which escaping air vibrates at a particular frequency to produce sound. Think of blowing over an empty wine bottle neck—that fog horn sound! That's a Helmholtz resonator at work.

C Sound Mechanism 2: When flow speeds increase, small vortices form on the jet and take over as the mechanism of sound production by radiating sound at the frequency of the waves in the spout.

© 2013
AIP Publishing

Source data: Henrywood et al, "The Aeroacoustics of a Steam Kettle", October issue of The Physics of Fluids, Phys. Fluids 25, 107101 (2013); <http://dx.doi.org/10.1063/1.4821782>

DARWIN TAKES A BATH

The Thermodynamics of Self-Replication

1

SPLISH
SPLASH

In 2013, Jeremy England of MIT sought to show how the ineliminability of self-replication is linked to entropy and the Second Law of Thermodynamics. He derived a general form of the Second Law and used it to model the heat generated when *Escherichia coli* in a thermal bath burns fuel to replicate and divide during exponential growth. This allowed him to set a lower bound on the amount of heat produced during self-replication.

2

REMARKABLE
EFFICIENCY

It turns out *E. coli* is remarkably efficient at converting energy during self-replication — so much so that it comes close to the thermodynamic limit of efficiency for the amount of fuel it uses. The fact that self-replication is so well optimized in *E. coli* suggests that maximizing the thermodynamic efficiency of fundamental biological processes may be one way organisms achieve an evolutionary edge.

FOOD

GORGING

REPRODUCED

3

DESIGN FOR LIFE

England's work may lead to a better understanding of how physical constraints play a role in biology. Such knowledge would be relevant to fields like synthetic biology which seeks to design and grow custom-made organisms with desired properties, like the ability to produce pharmaceutical proteins or biofuels in abundance. It may also illuminate how self-replicating life first emerged on Earth, and where it might be found elsewhere in the universe.

SEPARATED AT BREATH

Brays are sounds produced by a series of alternating, inhaled ("Hees") and exhaled ("Haws"). Most associated with donkeys, this form of vocalization is thought to be exclusive to only three animals: the donkey, its equine cousin the Grevy's zebra and the African penguin — sometimes called the "jackass" Penguin for this very reason. In braying, these animals use more air in a "haw" than they take in during a "hee," so after a few cycles, the brayer is breathless.



Based on the talk "A comparison of hees and haws: Donkey, Grevy's zebra, and African penguin" (3aAB11), presented on May 7, 2014 at the 167th ASA Meeting, Providence, RI.

Visit the ASA World Wide Press Room at: <http://www.acoustics.org/press>

February 28, 2014

Is Leonardo da Vinci Disappearing?



One of Leonardo da Vinci's masterpieces, drawn in red chalk on paper during the early 1500s and widely believed to be a self-portrait, is in extremely poor condition. Centuries of exposure to humid storage has led to paper yellowing, reducing the contrast and diminishing the visibility of the drawing. A group of researchers from Italy and Poland developed an approach to nondestructively identify and quantify the concentration of light-absorbing molecules known as chromophores in ancient paper, the culprit behind the "yellowing" of the cellulose within this and other ancient documents and works of art.

M. C. Misiti/Central Institute for the Restoration of Archival and Library Heritage, Rome

RUSSIAN RESEARCHERS SOLVE PUZZLES WITH PLASMAS

Researchers at the Russian Federal Nuclear Center and the Sarov Institute of Physics and Technology have built and tested a glow discharge device that can solve puzzles with plasmas — but how?



In mazes filled with low-pressure air, a positively charged anode at the center of the circular arena with a negative cathode at the edge causes a glow discharge to form between them. The discharge leaves a luminescent trail, revealing the shortest solution to the puzzle. The researchers do not yet understand how the plasma "decides" which way to turn at each maze junction, as the correct turn is not always towards the anode.

Work like this has applications in robotics because nonliving systems able to solve mazes independently could be harnessed to help robots navigate complex environments.

Phys. Plasmas 21 , 003503 (2014); <http://dx.doi.org/10.1063/1.4894677>

Illustration by: Corbis. Corbis.com/istock.com

AIP
American Institute
of Physics

Tips for Working with the Media and Avoiding Pitfalls

Reporters Don't Control All Messages

The New York Times

August 24, 2012

Mexico Scrambles to Beat Egg Shortage

By THE ASSOCIATED PRESS

MEXICO CITY (AP) — The Mexican government is battling an egg shortage and hoarding that have caused prices to spike in a country with the highest per-capita egg consumption on earth.

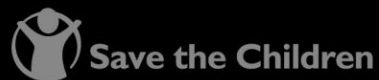
President Felipe Calderon and members of his Cabinet have announced about \$227 million in emergency financing and commercial measures to restore production and replace about 11 million chickens slaughtered after a June outbreak of bird flu.

Journalists Want Stories—Not Messages



Born Too Soon

The Global Action Report
on Preterm Birth



Journalists Want Stories—Not Messages

Media centre



15 Million babies born too soon

1.1 Million preterm babies die every year, but with inexpensive treatment 75% could survive

News release

2 MAY 2012 | NEW YORK - Each year, some 15 million babies in the world, more than one in 10 births, are born too early, according to the just released report *Born too soon: the global action report on preterm birth*.

More than one million of those babies die shortly after birth; countless others suffer some type of lifelong physical, neurological, or educational disability, often at great cost to families and society.

An estimated three-quarters of those preterm babies who die could survive without expensive care if a few proven and inexpensive treatments and preventions were available worldwide, according to more than 100 experts who contributed to the report, representing almost 40 UN agencies, universities, and organizations. The report explains what is known about preterm birth, its causes, and the kinds of care that are needed.

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Print

Related links

[Born too soon: the global action report on preterm birth](#)

Full report

[Executive summary and related materials](#)

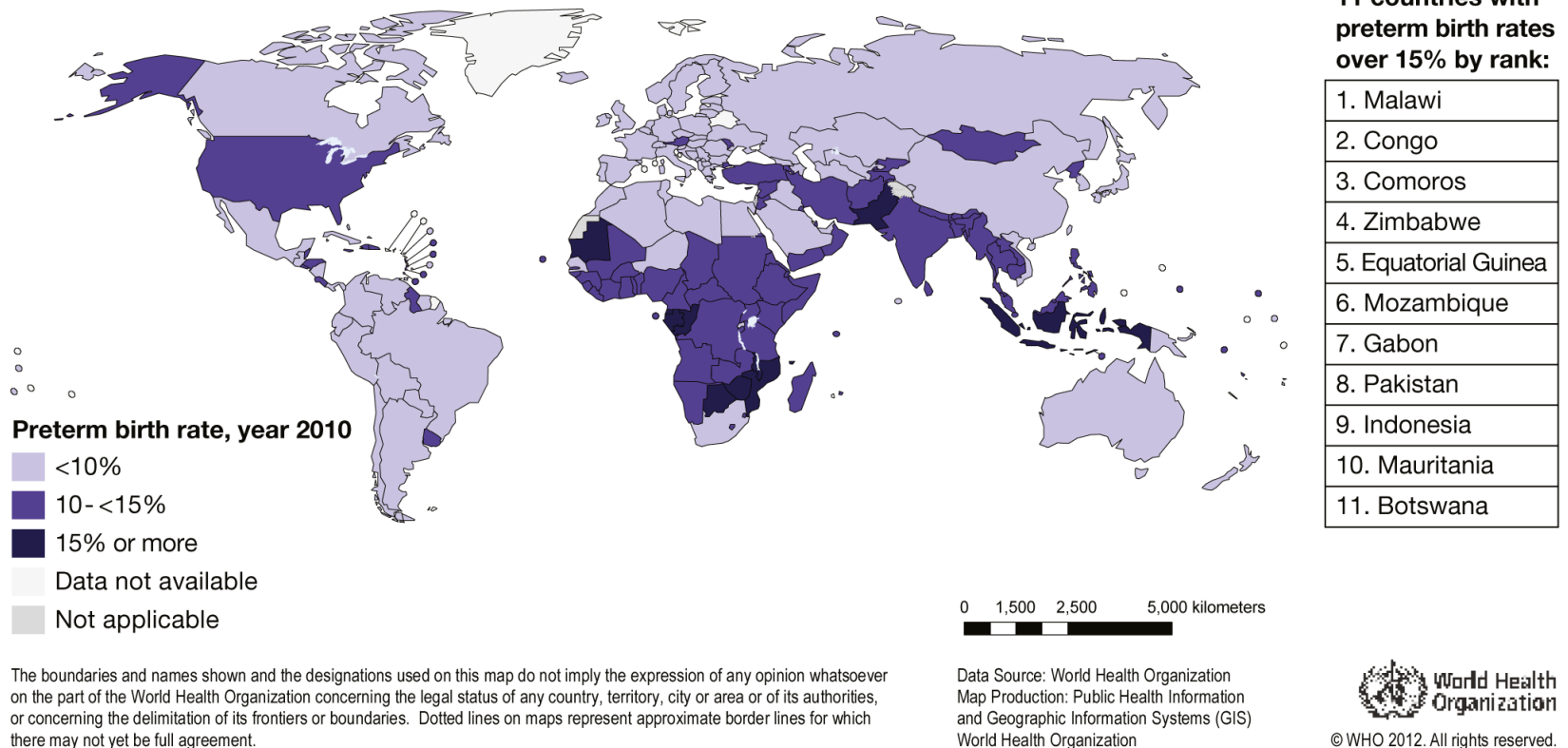
Partnership for Maternal, Newborn & Child Health

[Every Woman Every Child commitments](#)

[Preterm birth fact sheet](#)

Journalists Want Stories—Not Messages

Figure 2: Global burden of preterm birth in 2010



Source: Blencowe et al National, regional and worldwide estimates of preterm birth rates in the year 2010 with time trends since 1990 for selected countries: a systematic analysis and implications.
Note: rates by country are available on the accompanying wall chart.
Not applicable= non WHO Members State

U.S. FARES BADLY IN EARLY BIRTHS IN GLOBAL STUDY

HIGHER PREMATURE RATE

Rank Places It Among
Developing Nations
— Reasons Given

By DONALD G. McNEIL Jr.

Fifteen million babies are born prematurely each year, and the United States fared badly in the first country-by-country global comparison of premature births, which was released Wednesday by the World Health Organization and other agencies.

Although American hospitals excel at saving premature infants, the United States is similar to developing countries in the percentage of mothers who give birth before their children are due, the study's chief author noted. It does worse than any Western European country and considerably worse than Japan or the Scandinavian countries.

That stems from the unique American combination of many pregnant teenagers and many women older than 35 who are giving birth, sometimes to twins or triplets implanted after in vitro fertilization, the authors said. Twins and triplets are often deliberately delivered early by Caesarean section to avoid the unpredictable risks of vaginally delivering multiple full-term babies.

Also, many American women of childbearing age have other risk factors for premature birth, like obesity, diabetes, high blood pressure or smoking habits. And the many women who lack health



UNITED STATES EMBASSY BEIJING PRESS OFFICE, VIA AGENCE FRANCE-PRESSE — GETTY IMAGES

Chen Guangcheng leaving the American Embassy with Ambassador Gary Locke and Kurt Campbell of the State Department.

Romney Camp Stirred Storm Over Gay Aide

This article is by Michael Bar-
baro, Helene Cooper and Ashley
Parker.

It was the biggest moment yet for Mitt Romney's foreign policy team: a conference call last Thursday, dialed into by dozens of news outlets from around the

A Car Chase, Secret Talks and Second Thoughts

By JANE PERLEZ
and ANDREW JACOBS

BEIJING — Injuries suffered in the course of a daring nighttime escape. A covert appeal from underground activists to top State Department officials for humanitarian protection. A car chase through the streets of Beijing to spirit a dissident to safety inside the fortified American Embassy.

New Details About the 10-Day Saga of a Dissident

negotiations with the Chinese government.

The story involved intrigue, heroics and ultimately what some of the people involved called a be-

was handled by the Americans is likely to be remembered for years to come as one of the most dramatic episodes in the long, torturous history of relations between the United States and China.

"Chen's triumphant escape from his barbaric confinement is inspiring to all of us," said Li Fangping, a lawyer who represented Mr. Chen during the trial in 2006 that led to more than four years of imprisonment on what

DISSIDENT'S STAY AT EMBASSY ENDS STOKING TURM

CONFLICTING VERSIONS

After a Happy Send-
Discord Over a De-
to Stay in China

By JANE PERLEZ

BEIJING — In a series of dramatically conflicting developments on Wednesday, the Chinese dissident Chen Guangcheng left American custody under disputed circumstances, and briefly looked like a de facto diplomatic achievement for Secretary of State Hillary Rodham Clinton turned into a potential debacle.

Mr. Chen, who was inside the American Embassy compound here for six days as the Chinese and American governments negotiated over his fate, Wednesday afternoon in a that American officials hailed a breakthrough because it fulfilled his wish to live safely in China.

But even as Americans were releasing photographs of a celebratory send-off of Mr. Chen from the embassy, his friends questioned the reliability of any new promises to allow him to openly in China, and Mr. Chen later said his decision to give up American protection had been fully voluntary.

In a telephone interview Thursday morning from his at Chaoyang Hospital, where he was receiving treatment as part of the deal between the Americans and Chinese, Chen, a lawyer who is blind,

Journalists Want Stories—Not Messages

By DONALD G. McNEIL Jr.

Published: May 2, 2012 |  164 Comments

Fifteen million babies are born prematurely each year, and the United States fared badly in the [first country-by-country global comparison of premature births](#), which was released Wednesday by the [World Health Organization](#) and other agencies.




Jennifer Coate/March of Dimes Foundation,
via Associated Press

A baby in the neonatal intensive care unit of Albany Medical Center. About 15 million premature babies are born

Although American hospitals excel at saving premature infants, the United States is similar to developing countries in the percentage of mothers who give birth before their children are due, the study's chief author noted. It does worse than any Western European country and considerably worse than Japan or the Scandinavian countries.

 FACEBOOK

 TWITTER

 GOOGLE+

 EMAIL

 SHARE

 PRINT

 REPRINTS

BELLE
GET TICKETS

Messaging
Pitfall: too
complicated
or too simple.

Simple is not
Always
Better

The Elevator Pitch



"Why is it every time I get on one of these things, someone tries to explain their damn PhD thesis to me?!"

Basic Cheat Sheet

- Say, “Can I call you back?”
- Ask, “What is your deadline?”
- Anticipate, “Is there anything else?”
- Offer, “You can call me back.”
- Work with Your Press Officer

TIP: Work with your Press Officer

Who is the reporter and what are they looking for?

NAME: Barry Bogdano

OUTLET: CBS News Radio

STORY TYPE: Breaking News

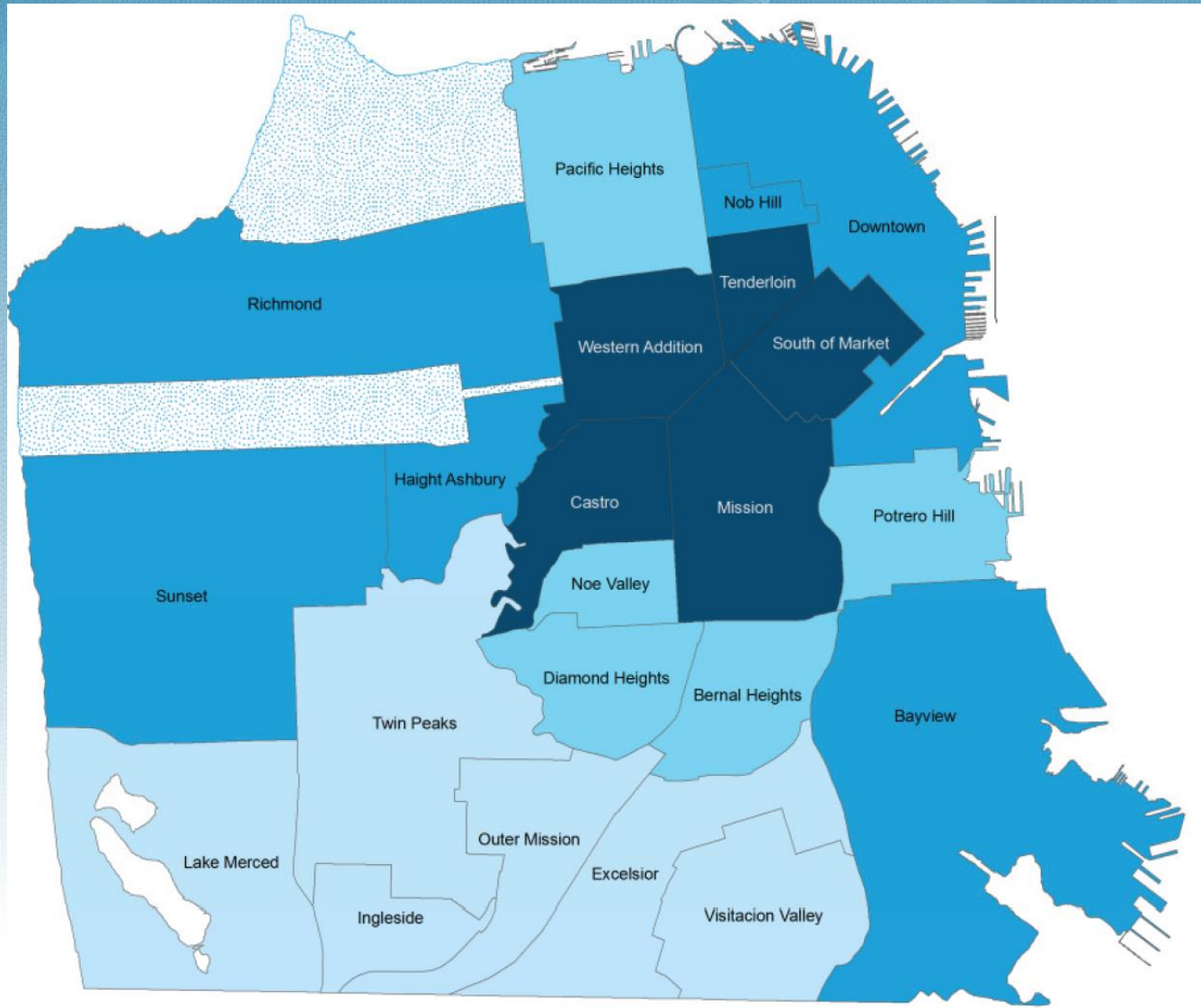
STORY SUBJECT: FDA Ruling on
Truvada for HIV Prevention

TYPE OF INTERVIEW: taped phone
interview, approx. 15 min

OTHER REQUESTS: Needs art for Web

Press Officers Speak the Language of the Media

TIP: Use Graphics/Sound to Tell the Story



SOURCE: M.Das,
PLoS ONE (2010)

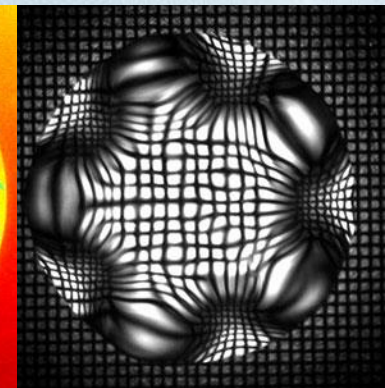
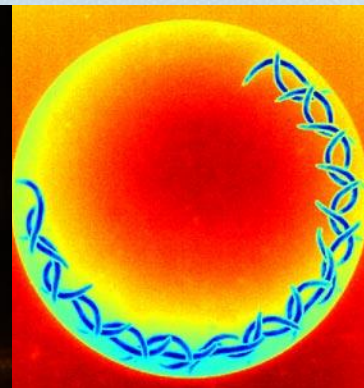
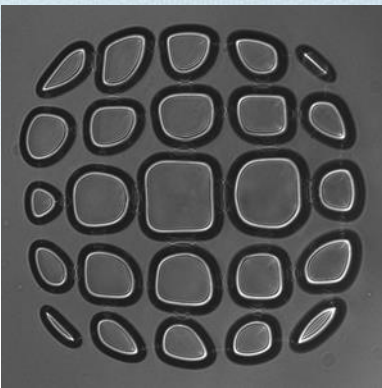
Images Can be Purely Artistic



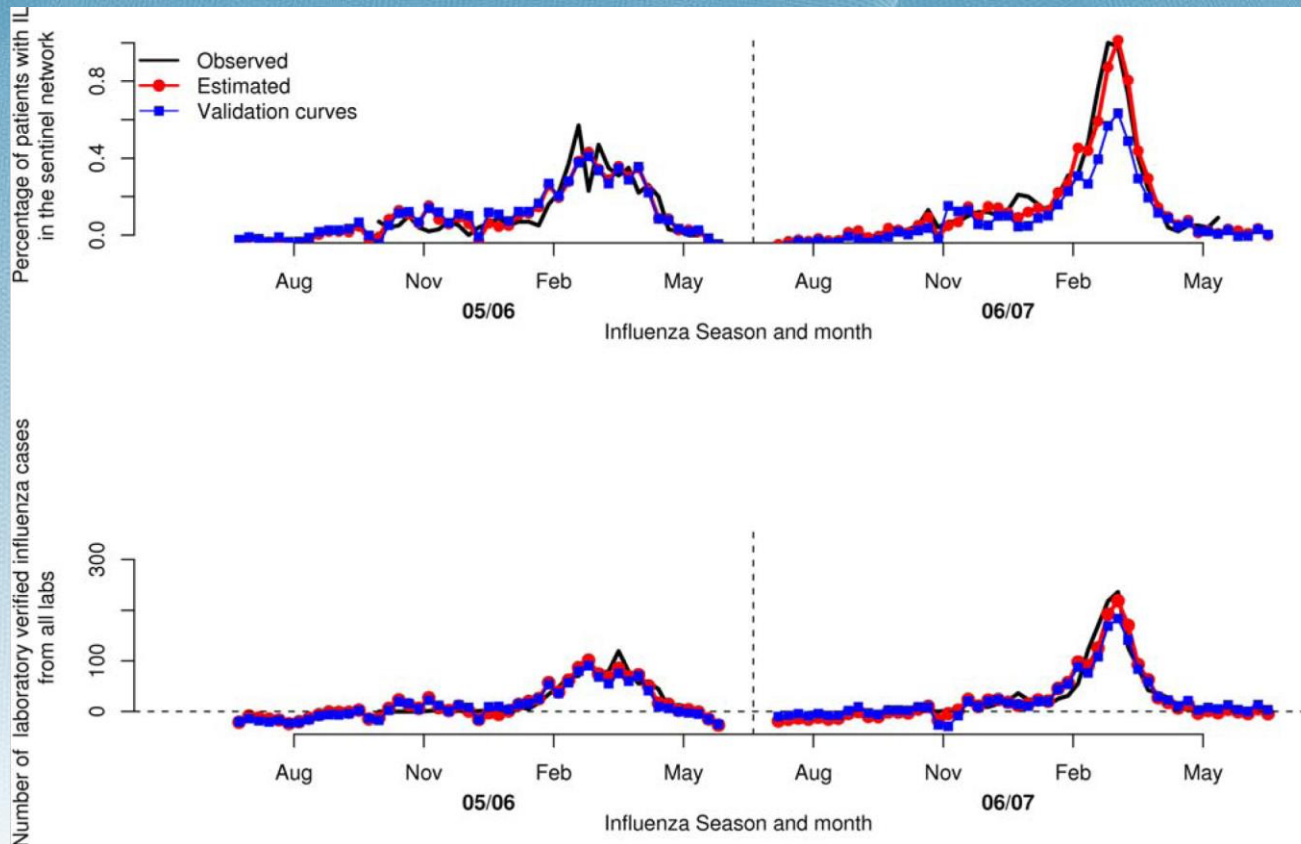
AAPT



APS/DFD



Or tell a story: Influenza in Sweden



Internet searches for flu symptoms and actual influenza cases in Sweden

SOURCE: Hulth et al (2009) PLoS One 4, e4378

TIP: Understand the Medium



Appearance Matters in Television



Use Makeup if Needed



Just Wear it!

No Paisley Please



Don't Wear That

Wear This

No Paisley Please



Don't Wear That



Wear This

Avoid Solid White or Solid Black Tops

Don't Wear That



Wear This

Avoid Solid White or Solid Black Tops



Don't Wear That



Wear This

No Stripes or Polka Dots

Don't Wear That



Wear This

No Stripes or Polka Dots



Don't Wear That



Wear This

Dress that Suits Your Style

Don't Wear That



Wear This

Dress that Suits Your Style



Don't Wear That



Wear This

Appearance Matters in Television

- **Wear solid colors**
- **Cotton – not silk**
- **Avoid busy patterns, paisley & polka dots**
- **Avoid a solid black or white top**
- **Bright colors can work**
- **Dress that fits your style**
- **Dress for the image you want to convey**
- **Minimize shiny spots**